Forsyth Memo

J. M. Piscitelli
National Manager

via fax ...12... page(s)

DATE: December 5, 1994

TO:

R. C. Farmer	B. A. Cook
L. T. Poole	N. W. McCleary
P. E. Schmidt	Tony Varde, Jr.

SUBJECT: PENN TRAFFIC PRIVATE LABEL EXTENSION

On November 30th I met with Ms. Linda Jones, Vice President, of the Riverside Division of Penn Traffic Company. As you are probably aware Linda has always been the "quarterback" of the Private Label Brand for the Penn Traffic Companies. The forthcoming presentation was given to Linda which she will forward to her peers at P&C, Quality and Big Bear.

In the Private Label Extension Agreement, each division bonus for their two (2) year extension extensions is listed. This calculation was determined by the exact percentage of business that each division has done since their first shipments in 1992.

Linda and myself previously discussed and identified the procedures I have followed and the next step was to call a meeting in which members of each PTC Division would address any questions that they may have on the Private Label Extension.

Please follow up with your contact in each division and assure that they receive a copy of the presentation.

You should be aware that there has been some confusion regarding the merchandising bonuses. If you refer to my earlier correspondence it was recommended by Winston Salem that each of you handle merchandising and I handle the Private Label, even though I had recommended it be done similar to the way we did it in 1992.

Please call with any questions.

cc:

J. R. Helm	w/o att.
P. J. Cundari	w/o att.
D. L. Wilmesher	w/o att.

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